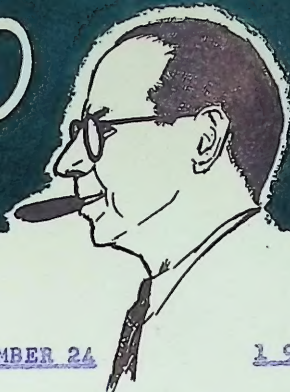


Ballyhoo



VOLUME 2

NUMBER 33

DECEMBER 24

1953

A Merry Christmas

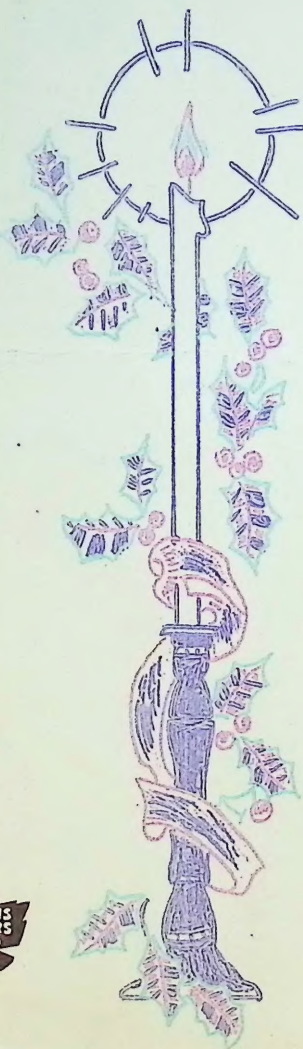
This is the season of handshakes and good wishes ... of joy and merry-making, of giving and receiving gifts, and of the hope, silent or expressed for each other's well-being, happiness and success in the coming year and years.

I think we all mean what we say at the moment ... but let us this year carry our good wishes into and right through every month of the coming year ... and not let them sink into oblivion with the passing of the festive season.

Let us accept the symbolism of the millions of tiny candles burning in countless homes the world over ... symbols of a Greater Light ... whether it be on the altar of your church, or above the Holy Ark in your temple or synagogue.

Let us live together in peace, and with Goodwill Towards all Men ... and, in the immortal words of Tiny Tim, "God Bless Us Every One."

D.E.K.



MAINTENANCE REPORTS

Congratulations gang ... for two months now we've had 100% returns from the theatres in this group ... The monthly report for December is due in this office in a few days ... How about it? Think we can keep the record clean? I'm sure Jules Wolfe appreciates your co-operation ... and I certainly do ... and, it serves to keep us all in closer touch with your many and varied operating problems.

X.X.X.X.X

MANAGERS' ASSOCIATIONS

We have several managers' associations in this district ... and I believe that all of them have more than justified their existence, notably the ones in Hamilton and the Peninsula. I know that in Toronto, for many years the local association made a habit of inviting important business personalities to be guest speakers at their meetings. That's excellent public relations. You learn their problems and they get to know yours, and you can always learn something from a good business man that you can turn to profitable use in your own operation.

How about introducing this idea in your own town? I don't think you'll have too much trouble in lining up speakers ... and it will be a bit of a change for your membership too. It's worth considering boys, and all it costs you is the price of the lunch.

X.X.X.X.X

DICK SEERING'S WORRIED

Seems he's having lots of troubles with 3-D viewers these days ... or rather, YOU'RE having the troubles, and still don't seem to know the correct procedure for handling them ... in spite of the numerous general notices sent out by our audit department, and even personal letters from L.G.

What's so tough about it fellows? It's simple accounting procedure, and all you have to do is follow the instructions which you receive periodically. You can make life a lot easier for our Richard and his staff, if you'll just take a couple of minutes to study the instructions ... and FOLLOW THEM. So, how about it? Give the guy a break, won't you?

X.X.X.X.X

TRAVELLERS INSURANCE

As you know, representatives of the Travellers Insurance Company make periodic inspections of your theatre, and submit their recommendations to Roly Darby, who in turn advises you, with detailed instructions ... It is of the utmost importance that you follow through, and advise Mr. Darby as soon as suggested work has been carried out, whether it be repairs to your boiler, fusible links in your booth, door hardware, loose or torn carpets, and any of a dozen similar minor repairs. Please DON'T DELAY, and don't forget to advise Roly when it's done.

ADVANCED PRICE PICTURES

Many of the attractions coming to us today are tagged "Advanced price pictures" ... and there seems to be a lot of confusion both on the part of the manager and the customers as to the admission prices for each individual attraction. We're very careful at this end to send you a breakdown of your admission prices well in advance of your playdates ... Make sure that you let your customers know what prices you are charging ... both at the box office and in your newspaper ads ... DON'T MAKE THEM GUESS...

And, Dick Geexing has asked me to remind you to order your tickets WELL IN ADVANCE ... Don't call him the day before and expect to have your tickets delivered by special delivery ... Also, DO NOT return your tickets at the conclusion of each engagement ... You may be using the same prices again before too long.

X.X.X.X.X

"ROBE" REHEARSALS

We held a very successful rehearsal of THE ROBE in the Tivoli, Hamilton last Sunday ... Jim McDonough did a terrific job of organizing his booth and stage and there was actually little to do except sit through the picture and enjoy it. His masking was just right, and with a couple of advance trials it was pulled to exactly the right spot for his normal and CinemaScope openings.

Of course all this took a lot of preparation ... Jim spent all of one night supervising the erection of his screen, and another night rehearsing with his operators ... but, IT PAID OFF!

So, fellows ... take a leaf from Jim's book, and make sure that you are ON THE SPOT during the entire conversion, just so that you'll be sure that everything is in order, and will also be conversant with the complete operation. Then, your rehearsal will be just that, with no problems and no bugs to straighten out. I have one in Niagara Falls and another in St. Kitts this week. Hope they both run as smoothly as the one in Hamilton ... and that's entirely up to Mr. Manager.

X.X.X.X.X

THOSE LEADERS AGAIN

Why is it that the only time your operators forget to attach our attraction leaders is when I happen to be in your town watching your show? ... I've heard that story so often that it's beginning to get a bit boring ... Please remember fellows ... we have a complete set of FAMOUS PLAYERS leaders for every type of short, newsreel and feature, and WE EXPECT YOU TO USE THEM at every performance.

Could it be that your operators forget to remove them at the conclusion of your engagement, and they travel to the exchange along with the film? Check on it ... and make sure that you have a complete stock of leaders, and that you USE THEM!!

X.X.X.X.X

Announcing a new
BIGGER AND BETTER THAN EVER
Prize contest for "B" District showmen.

Ballyhoo BONANZA

THE TITLE was suggested by my assistant editor of this BALLYHOO of ours, Janet ... Mr. Webster defines BONANZA as "Anything yielding a rich return" ... and that's exactly what I am after.

I expect a rich return of IDEAS ... of SELLING ANGLES on each and every attraction ... of PUBLIC RELATIONS which will keep your theatre and our company constantly in the public eye ... and as a natural consequence, a rich return in terms of box office dollars to help pay your salary and mine.

What's in it for you? ... a fair question ... I'd say there's the satisfaction of keeping yourself just a little in front of the pack ... Of bringing your work to the attention of our executives and the whole industry ... and of course there's a whole BONANZA of cash and prizes for the winners.

THE SET-UP will be the same as used in previous contests ... At least one stunt EVERY WEEK from every theatre in this group ... A bonus for consistency every month and at the conclusion.

THE DATES as advised in an earlier issue this contest starts with week ending January 9th, and continues for twenty five weeks up to and including week ending June 26th.

SCORING will be on a point basis ... so many points for individual stunts, for newspaper breaks, both stories and pictures ... promoted radio time, co-op pages, pictures in Canadian and U.S. trade publications, and good public relations.

DETAILS I'm afraid you'll have to turn the page.

To be fair, and to give EVERY manager an even break, we have again divided this district into two groups ...

GROUP "A"

Paramount - Peterboro
Capitol - North Bay
Palace - Guelph
Royal - Guelph
Tivoli - Hamilton
Century - Hamilton
Capitol - St. Kitts
Capitol - Sudbury

GROUP "B"

Orpheum - Soo
Algoma - Soo
Capitol - Peterboro
Regent - Oshawa
Grenada - Hamilton
Capitol - Welland
Capitol - Galt
Seneca - Niagara Falls
Victory - Timmins

PRIZES

Each month there will be two prize winners in each group ... I won't tell you what the prizes will be, but you may take my word for it ... THEY'LL BE GOOD ONES ... At the conclusion of the twenty-five weeks, the winners will be awarded cash prizes as follows.

<u>1st PRIZE</u>	-	\$100.00
<u>2nd PRIZE</u>	-	50.00
<u>3rd PRIZE</u>	-	25.00

Looks pretty good, doesn't it? And in time for your summer vacation at that ... Go after 'em gang ... and if you can't find any use for the cash ... just endorse the cheques over to yours truly ... Be glad to help you out ...

SCORING

<u>STUNT</u>	- Any stunt, in or outdoor, window display, street bally, etc. Normal accessories, window cards etc. don't count.	<u>500 points</u>
<u>NEWSPAPER</u>	- A good story break, mentioning you, your theatre, your company if accompanied by pictures	<u>500 points</u> <u>1000 points</u>
<u>RADIO</u>	- Promoted air time, whether direct publicity or P.R.	<u>500 points</u>
<u>TRADE PRESS</u>	- Story accompanied by picture	<u>500 points</u>
<u>BONUS</u>	- For CONSISTENCY ... every week during the month Every week during the entire contest	<u>1000 points</u> <u>5000 points</u>

RULES

I expect at least one stunt EVERY WEEK ... Visual evidence must accompany all entries, which should be in a separate envelope addressed to me. TWO pictures of each stunt ... THREE tear-sheets of every newspaper break (and that means James and Herb too ...)

There will be more news and details of BALLYHOO BONANZA in our next issue, which should reach you in about a week or so ... One thing you MUST remember ... YOU are IT, and I expect a full twenty five entries from you during the term of the contest.

X.X.X.X.X

ARE YOU "PUSHING" YOUR BOOKS OF F.P. TICKETS?

A few brief notes on what some of our boys are doing to promote the sale of books of tickets ...

AL HARTSHORN A classified ad in the shape of a Christmas tree in the classified pages of the local Times-Gazette ... Son Paul has a newspaper route, so pappy designed a good sales letter plugging the books which Paul distributed to all his customers, also some 800 of his fellow route-boys' accounts. Follow-up phone calls kept the contacts alive and earned the lads some extra pocket money. The box office p.a. keeps playing carols, interspersed with sales plugs.

TED DONEY Ted has some good mounted display boards at a few of the better corners in the city ... Large banner across one of the overhead bridges at an important entrance to the city plugs the books for both the Palace and Royal. Local Gift Shoppe handling the books ... Personal letters to firms.

ED LANDEBOROUGH Eddie has a good mounted display frame at one of the most important intersections in Galt ... Staff members organized ... Theatre loaded with good sales copy.

NORM GRAY Norm reports from the Soc that his entire staff has been organized to conduct a door-to-door canvass ... Should pay off. His cashiers making a telephone survey ... and selling books. Must pay, as so far he is up on last year.

ART CAULEY Organized his staff ... made up good, inexpensive sales kits for each member ... held a meeting, lunch and all, gave them a pep talk and sent them out to sell. Lists of local firms, with the name of the person to see were distributed to all members, as leads. House-to-house canvass organized. I'm looking for some fancy results from Cauley's Crackerjacks ...

X.X.X.X.X

Seems that some of you guys have either intentionally or otherwise misunderstood what I said in previous issues about sending in your campaigns ... I want to hear from EVERY THEATRE, exactly what you did to promote the sale of books of tickets. I'll be waitin' ...

X.X.X.X.X

Guess I'd better get cracking on the Drum-Beaters section or I'll never be able to get this issue out ... Remember fellows ... one more week to start planning your approach to the BALLYHOO BONANZA, and then we start checking and scoring ... Twenty-five weeks - TWENTY FIVE ENTRIES.

DRUM BEATS ALONG THE "B" TRAIL

IN THE HEADLINES ... Glad to see a few Quigley contenders this trip ... among them, Jack Bridges, Frank Colameco, Verna Hudson, Earl Scandrett and Olga Sharabura ... Where are the rest of you live-wires?

I also note that Olga knocked off a nice picture of the trunk stunt she used on HOUDINI, and Frank got himself pictures and a story on his "Digest Showmanship Award" deal.

BOXOFFICE came through with a nice story and pictures on Frank, also in connection with his win ... Pictures and a story on Olga's HOUDINI deal ... A story on Herb Chappel's promotion of PETER PAN.

SHOWMEN'S TRADE REVIEW gave Jeff a nice story on his "kidnap" gag on BLONDES ... I know, I know ... it was no gag ... really happened, but it was a good gag anyway ... Art Cauley also got himself a nice story on the same picture, GENTLEMEN PREFER BLONDES.

X.X.X.X.X

REGENT - OSHAWA

Well, Alfie's back on the job, and right away quick, up pop a couple of pretty fair ballys ... Glad to see you dig right in, Al ... But don't forget what I told you ... take it easy and follow your doctor's orders. When he gives you the "all clear" then I'll start needling you along with the rest of the gang ...

Al has gone to work on Biddulph's Television ... Jack's an old friend of his, and as a starter came through with liberal mention of the Regent attraction in his display ad ... Al sees that he let the boy off easy this time ... but wait and see what he has in mind for the T.V. salesman's future ads. We're waitin' Al.

On GILBERT AND SULLIVAN, Al talked the Wilson & Lee Music store into running a 225 line ad, more than half of which was devoted to theatre and attraction copy ... Cards were sent to members of the local Community Concert Association ... Mrs. Brayford, Al's assistant, personally contacted officials of all local high schools, who co-operated by making announcements in the class rooms. Al also contacted the president of the Oshawa Little Theatre group, who passed along the good word to the membership.

Not bad for a first try, Al.

PALACE - GUELPH

Our boy Herbert has sent in an excellent campaign on MR. SCOUTMASTER. A couple of his stunts were quite novel, and certainly caused a little excitement around Guelph ...

450 local Scouts and Guides paraded to a special Saturday A.M. showing ... full uniform and led by the Red Chevrons Boys and Girls Band. A special wire from Clifton Webb to the president of the local Boy Scout association was read from the stage, and then reprinted, plus a good story in the Mercury ... In return for the courtesy, the Scouts did their good turn by delivering 3,000 special heralds to Guelph homes.

PARAMOUNT - PETERBORO

One thing about this guy Gaulley ... contest or no, every Monday A.M. we're sure of receiving a batch of stuff outlining the previous week's activities. I have an accumulation of three weeks' material before me, so must of necessity condense it, if I'm to get this issue out before next Thanksgiving Day ...

To get his GILBERT & SULLIVAN campaign going, Art held a private screening for his newspaper and radio men, civic officials, school authorities and local music teachers. The reaction was excellent, and created a lot of word-of-mouth comment.

Cherney's department store took a special 390 line ad to advise all and sundry that they had a complete stock of GILBERT AND SULLIVAN music on hand ... A good display in their front window ... In addition they decorated their record bar with display material provided by Art ... so you may be sure there were plenty of theatre and attraction plugs ...

Constock Furniture also decorated their record bar, with a very colourful display of posters and picture copy. Just to make this deal kosher ... Art had 3,000 heralds printed and distributed, with a Constock ad on the reverse side ... Oh yes ... Constocks paid for the heralds ...

Arrows with G & S plugs could be found on most every downtown telephone pole ... all pointing in the general direction of the theatre. One sheet was placed on all school bulletins, at the entrances to the public libraries, and all music stores in the city.

The local Examiner - and I can hardly believe this ... they haven't been too co-operative in the past - came through with a dandy large editorial written by the owner himself. This was one of the results of the private screening, and is certainly a "first" in this department, for Art.

C H E X went all out for G & S ... music, music, music ... every hour on the hour for a full week. Art estimates that he got well over \$200.00 in free time... The station started a new program, broadcast directly from the Paramount lobby, three times weekly until Christmas ... four paying sponsors and one FREE one ... and I defy you to guess who the free-leader is ... but no bets ... Art reports that he corralled at least one third of the program, and it doesn't cost him a red - you should pardon the expression - cent.

The Examiner has started a new page of small co-ops, with a contest for the readers ... It's published every Monday, and sure 'nuff, the Paramount's right in there with free plugs in exchange for a couple of duets ...

For SO THIS IS LOVE, C H E X came through with 33 separate recordings, three days in advance and during the run ... generous mention of theatre and attraction EVERY TIME ...

Art spent a lot of time this past week or so interviewing the various heads of Peterboro's industries re donations to the monster school safety patrol Christmas party ... All went for it in a big way. Another fine bit of P.R. for Art and his theatre. CUT ... no more room.

GRANADA - HAMILTON

To cash in on the Grey Cup fever, Paul arranged to book CRAZYLEGS as his attraction, and then really went to town on it ... Naturally his lobby was loaded with Ti-Cat pennants and bunting, and dominated by a giant dummy football player attired in Ti-Cat uniform, courtesy of Paul's friend Len Back, co-trainer of the Cats.

Paul let it be known that there were no prints of CRAZYLEGS in Canada, and that he had to have a print rushed from New York, and that, only in honour of the Hamilton team ... He then arranged for Tip Logan, great kicker of the Cats to be present at the station with his wife to receive the print personally ... There just happened to be a couple of photogs around ... several shots were taken, and a good pic plus excellent story appeared in the Spectator, and another one in the Hamilton News. What a mess this could have been had the Winnipeg Blue Bombers won ... Paul shudders every time he even thinks of it ...

Well, Paul's Foto-Nite deal is finished ... and did he ever sell the last big jackpot ... newspaper stories, pictures, congratulatory ads, all mentioning the Granada ... and by some strange coincidence, all the publicity in connection with the Foto-Nite wind up, also happened to mention his two new give-away deals which replaced it.

Johanny Robinson came through with another one of his witty columns, featuring Paul ... A good story with pictures in the Spec, on the mystery music which strangely is heard over the theatre's inter-com system for no apparent reason ... All this, even if it has no direct connection with attraction ballyhoo is good stuff, and does tend to keep the Granada in the public eye ... (Now if we could only get some customers in ...)

SENECA - NIAGARA FALLS

For his date on GILBERT & SULLIVAN, Jack made up a giant display which he used in his lobby for one week in advance, and then transferred to a prominent down town window for the duration of the run ... For a couple of ducats, Jack got good mention over an early morning radio show.

CAPITOL - PETERBORO

Len was playing ONE TOO MANY as part of a double bill, and cashed in on the seasonal slogan ... "If you drink don't drive, etc." ... Posters tying in the two themes were placed in conspicuous spots around town, and on traffic light and telephone poles throughout the city ... Local A.A. officials publicized the attraction at their meetings.

For SEA DEVILS, Len used a sandwich board made up of a couple of three sheets. When not in use this "A" board was parked on the sidewalk in front of his box office.

ORPHEUM - SOO

Olga did a little promoting and came up with quite a bunch of stuff ... Neilson's chocolate cubes, O'Henry rulers and 2,000 Wildfire hats ... All were handed out at the local Santa parade, and to all the small fry attending her theatre the day of the parade. Made lots of friends for the gal.

CAPITOL - NORTH BAY

Just as I was getting ready to order a great big R.I.P. horseshoe, the mailman delivered a load from Robert Q. Harvey ... glad to see you're still with us boy ... Now lets see if I can squeeze the contents of the various scrap books into the space I have allocated North Bay ...

A week in advance of SHANE, everything in and around the theatre, in fact all of North Bay, was lettered ... SHANE IS COMING. Every one on the staff made up a Western costume which they wore in advance and during the run of the picture ... One of Bob's gals, dressed as a cow girl marched up and down the main drag with a suitably inscribed banner adorning her back ... If interest in her costume lagged, she'd shoot off a couple of rounds of blank's, just to wake up the natives ...

I have a campaign book from Bob on GILBERT AND SULLIVAN, and it's a pip ... Just one thing, Robert ... I'll turn the book over to the proper people for judging, but remember what I've told you at least six dozen times, about fancy covers ... Don't say I didn't warn you ...

Bob decked out his usherettes in G & S costumes a week in advance of opening and during the run... It wasn't too hard to guess what was coming to the Capitol ... Three days before opening the staff wandered around the streets in their costumes, between shows,

Personal invitations were sent to the members of the executive of the local Community concert association ... All accepted ... Every lady guest was presented with a small corsage.

Bob's confection bar was gaily decorated, complete with Chinese popcorn vender ... very attractive indeed ... An excellent lobby display was centered around a recorder playing G & S tunes ... A false front with cutouts of G & S characters proved very effective.

Chalk up another "first" to Robert ... finally he cracked the very tough Eaton store, which came through with a most colourful window tying in their English toys with the English picture. That should pave the way for future tie-ups. Another good display was set up in Waiser's Men's store one week in advance, tying in their Lucky Dollars with GILBERT AND SULLIVAN.

White Bros. radio store put in a good window ... One of Bob's comely usherettes, in G & S costume, demonstrated their combo radios in the store window, playing G & S tunes of course ... Brown furs also gave up their window to a display, and also featured music from the picture for one full week over their fifteen minute radio program ...

As for newspaper co-ops ... have a listen ... The very tough Nugget ... Employee owned and operated ... came through with a four column pic of the Community Concert gang at the theatre, heading it "Concert Organisers see GILBERT & SULLIVAN" ... A good scene mat was run on an off-theatre page on opening day ... Waiser's devoted a good portion of their \$60 line ad to art from the press book ... White Bros. also featured a good-sized mat in their regular 1000 line ad ... and also boasted of the fact that some of their radio models were on display in the Capitol lobby ... Halliday's Hardware store kicked in with good art and mention of G & S in their ad, as did also Home Furniture Co. Not bad newspaper coverage, what? Thought I'd get it all in on one page, but looks like I'll have to carry over ...

CAPITOL - NORMAN BAY (continued)

2,000 special heralds were delivered door-to-door two weeks in advance ... The regular monthly programs were also distributed in like manner.

The parking meter in front of the Capitol was dressed with cut-outs of G & S, the copy reading ... "This space reserved for GILBERT & SULLIVAN arriving at the Capitol on Saturday ..." Cute, huh?

Here's something new ... Several Capitol Theatre envelopes containing G & S copy were dropped along Main street ... then, Bob took a classified ad offering a reward of a duck for the return of these "lost" envelopes ... Several were actually returned ... and I'll bet the finders took a peek at the contents before turning them in ...

White Brothers distributed five hundred colourful folders on GILBERT AND SULLIVAN several days before the picture opened ... This pretty well winds up Bob's campaign ... a winner if I ever saw one.

CAPITOL - ST. KITTS

During the past season, the St. Kitts Canadian Legion sponsored a Pee Wee baseball league ... THE BIG LEAGUER gave Vern an opportunity to have the winning teams down as his guests ... The local daily came through with a story, but the photographer failed to show ... so no pictorial evidence ... Better luck next time, Vern.

CAPITOL - GALT

All taxicabs in the Galt area used cards on GILBERT AND SULLIVAN in advance and during the run of the picture ... A mounted one-sheet was placed at the busiest intersection in the city.

G & S recordings were played from the box office in advance of and during the run ... Records supplied by Connie's Music Center, which store also arranged a very effective window display entirely devoted to the attraction. Connie's also devoted most of their 200 line newspaper ad to their stock of G & S recordings ... with suitable theatre and attraction mention.

ALGOMA - SOD

Let's take a look at Norm's SHANE campaign ... Looks pretty good from where I sit.

One of the Sod's cab companies used bumper strips on all their cabs during the run of the picture ... C J I C gave Norm plenty of FREE radio plugs "Watch for the Man in Black" etc, plus a special script which they wrote for a program originating directly from a local eatery. One of the tables was reserved for The Man in Black, from early Saturday morning until the time of the broadcast. Just before they went on the air, the Man in Black arrived to take his place at the table for a special interview, which was aired. Also, that whole day, every disc jockey cut in with warnings to watch for the Man in Black, who was on the lookout for SHANE.

This same Man in Black then rode around town all day, looking for SHANE. No drawn guns, but drew plenty of comment from the natives. 1000 heralds, 1000 windshield stickers. The Daily Star came through with a four column picture of Norm's campaign with an excellent story.